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Category: Original Scientific Paper

Title: THE INFLUENCE OF THE FIELD OF STUDY ON THE USE OF MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES AMONG STUDENT AND TEACHERS

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Key words: teacher competencies, use of ICT in the study process, different fields of study, PCK, TPACK.

Abstract: Being a teacher is becoming a growingly demanding job, as the swift development of modern technologies is undoubtedly expanding the required competence framework. Different information and communication technologies have become part of the necessary competencies, as teachers are educators of the Y generation, which is characterised by its members using the computer in each aspect of their lives. The use of the computer is specific for each individual field of instruction and as such cannot be directly compared. This article presents the results of a survey into how the field of study influences the use of ICT and the computer in student teachers. The sample covered fourth grade students of different fields of study (teacher training programmes): students of natural, technical and computer sciences, students of social sciences and humanities and students of the department of elementary education. Our research has shown that students of all three training programmes often use the computer in their everyday life but slightly less often for study purposes. Students of natural, technical and computer science reported about the use of educational portals more often than students of the other two fields of study did, while there were also differences in the use of individual portals among students of individual fields of study. Our research has further shown that students of natural, technical and computer science provided the most positive feedback about the availability of computers at the faculty, their performance, software, internet access at the faculty and internet access in their town of study.

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References: 5 *Tables:* 14 *Figures:* 0

Category: Original Scientific Paper

Title: ANALYSIS OF THE WEB-SITE QUALITY OF FIVE-STAR HOTELS IN THE REPUBLIC OF CROATIA

Author(s): Vlado Galičić, Mislav Šimunić

Affiliation: Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia
Key words: Internet, Web site, hotel, hotel product, marketing.

Abstract: The marketing presentation of the overall offering via the Internet is becoming an increasingly important factor in the successful performance of any hotel as a business system. More and more, and to a growing extent, the representatives of hospitality and tourism demand are using the Internet, a modern mass media, to acquire information relevant to the offering. The paper analyses the quality of the Web sites of all Croatian hotels falling into the first category, which gives them the right to carry five stars. This type of sample was chosen with the aim of demonstrating how hotels in the highest category have developed their presentational Internet models. The paper's hypothesis is: The best hotels have the best-defined Web-page contents. The task of research is to determine whether the actual contents of these Web sites deviate in any way from the established guidelines of the Multi Medial Information Model, which the authors have taken as being an ideal model and which they consider is capable of creating the preconditions to achieving enhanced performance on the tourist market. In accordance with analysis results, the authors seek to suggest measures to improve the current condition of the Internet presentations of the best hotels and the individual segments of their overall product.

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References: 60 *Tables:* 6 *Figures:* 0

Category: Original Scientific Paper

Title: EMPIRICAL RESEARCH OF INTERACTIVE COMMUNICATION IN THE PROCESS OF EDUCATION IN THE FIELD OF TOURISM

Author(s): Božidar Veljković, Mario Plenković*, Milan Ambrož**

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Key words: Interactive communication, education, tourism, learning culture, media, leadership.

Abstract: The paper presents quantitative results of the conducted empirical research, with the purpose of systematic qualitative analysis of the influence of interactive communication on the process of training personnel for the tourism. Empirical research was conducted in the dynamic interaction between researchers and respondents, on a random sample (N=512) of students on the high institution for personnel training in tourism »Turistica«. Researchers used the method of multivariate regression and factor analysis. In conducted research, the authors are viewing tourism as a sociocultural phenomenon in interaction space of joint tourism work and living, in which different educational culture and communication at all levels of tourism education (globally, regionally, nationally and locally) are facing.

The results of the empirical studies point to the necessity of establishment of a new interactive learning and communication culture in the process of higher education in tourism. The new interactive communication culture involves the use of new methods and technology of organization management of the teaching process to a competent training for new communicative discourse of tourism (educational, professional, public, special, touristic-corporative, governmental, touristic-political, media, web and promotional). Research has shown that a new educational and communicative touristic discourse implies acquirement of new interactive, communicative and translational competence and knowledge for management of dialogue between different cultures in the process of tourism and corporate social communication and tourism activities. New interactive education in tourism involves the acquisition of new knowledge in touristic communication, methods and technology in e-education of teachers / instructors and students for the effective media use and communication technology in tourism education. Research is systematic longitudinal sequel in the frame of scientific project »Croatian

media communication in convergent environment« as a basis for establishment of international scientific project »Intercultural touristic business communication«.

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References: 60 *Tables:* 19 *Figures:* 0

Category: Preliminary Communication

Title: POLITICAL COMMUNICATION ON INTERNET IN CROATIA 2009. ANALYSIS OF WEB PORTALS OF ELECTION CANDIDATES FOR MAYORS: ZAGREB, SPLIT, RIJEKA AND OSIJEK

Author(s): Ivan Balabanić, Marko Mustapić

Affiliation: The Institute of Social Sciences »Ivo Pilar«, Zagreb, Croatia

Key words: political communication, local elections, candidates for mayor, web, content analysis.

Abstract: The share of Internet users in Croatia, among the adult population in the period since 2002. until 2009. year increased from 17.1 percent to 38.6%. Such a sharp increase in the number of users of this medium brings with it a number of changes in the field of social communication, and thus in the field of political communication. Therefore, studies of political communication through the Internet are becoming more and more important for understanding all forms of political processes within society. In order to research online political communication in our country, we decided to analyze the content of Internet portals of candidates for the position of mayor of Zagreb, Split, Rijeka and Osijek. Analyzing content, we assessed the technological and interactive features of the portals and content of published articles on them. Findings showed that the analyzed portals didn't possess the technological and interactive elements that would enable candidates to involve wider Internet community and to accomplish two-way communication with them. Content on the analyzed portals was predominantly based only on monitoring the election activities of candidates and portals were opened shortly before the election started and they served only for the purposes of the election campaign. Despite rapid growth, number of internet users in Croatia is still lower than the average of Western European countries and the

United States. Therefore, using general hypothesis we hypothesized that our politicians still do not use all the features of online media in election campaigns and therefore that Croatian political communication is not yet fully entered a third phase of development of political communication in a way that is defined by Blumler and Kvanagh (1999). This study confirmed our general hypothesis, but with sudden increase in the number of Internet users in Croatia it can be expected that in near future our politicians should put a much greater emphasis in electoral campaigns on Internet political communication.

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Category: Author Review

Title: TURIST HEALTH AS PRIMARY NEEDFULL IN MODERN SOCIETY

Author(s): Stanko Geić, Jakša Geić, Antonela Čmrlec*
Affiliation: University of Split, Split, Croatia; Park-forest Marjan, Split, Croatia

Key words: Tourism, health, culture, ecology.

Abstract: Tourism as one of the most distinct modern socio-economical phenomena of the world in its quantitative indicators is approaching gradually in the framework of international relations to billions of participants, with the economic effects that exceed the 800 billion USD. These sizes are almost triplicate by inclusion of domestic tourist migration, which gives more impressive social and economic dimension to a whole figure. It is logical that this movement with their economic effects are accomplishing 30% of world trade exchanges, 17% GDP, 12% of employment, 7% of investments, through direct, conversion or multiplier effects includes almost all spheres of modern economic and social superstructure and are manifesting very expressive with their positive but also possible negative connotations to the sociological and especially on the spatial sphere. Today very actual and extended mutual interactions between tourism, health and health culture in the modern society in this topic shall be analyzed considering two basic aspects and they are the following:

- Influence of level of health culture in the area of tourist initiative about making decision on joining the tourist migration as the important element of health preservation, and the quality of living, being familiar with all medical advantages in temporary changing working and living environment.
- Influence of health tourism as polyfunctional social phenomenon on the health of tourists and the level of health and social culture of certain area where it is developed in the context of accompanying possible negative consequences of intensive tourist development on the environment space and social sphere.

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Category: Professional Paper

Title: FILM AS AN ENGLISH TEACHING TOOL AT TERTIARY EDUCATION LEVEL

Author(s): Anica Perković, Irene Rigo*

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Key words: film, teaching tool, motivation, culture, relaxation.

Abstract: Film is an attractive medium for teaching of different aspects of the English language such as syntax, morphology and semantic. Also, it is connected with motivational purposes. Namely, learning objectives are accomplished via the performance of diverse assignments and students are motivated if they are acquainted with the topic and visually see the characters involved. Films can be used in an English language class in numerous ways some of which are shown in our paper. In fact, films show us parts of life and provide a realistic and entertaining way of studying foreign language. Regardless the language, students are faced with the film cultural environment that can be used as a means of comparison. The pre- and post- watching film activities are in accordance with our designed curriculum. Finally, it should be pointed out that films contribute relaxation to the language classroom.

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Category: Professional Paper
Title: REGIONAL PRINCIPLES IN THE PRIMARY EDUCATION IN SLOVAKIA
Author(s): Miriam Uhrinová, Jozef Zentko
Affiliation: Faculty of Pedagogy, Catholic University, Ružomberok, Slovakia
Key words: Regional principles, Regional formation, Primary education, Primary education programme

– ISCED1. Activating methods and forms.

Abstract: Regional formation is a significant means of a focused cognition of the region with the aim to create a positive relation to its natural and cultural values and relation to the homeland. Knowledge of a region in its diversity and formation of a relationship with its cultural and natural values comes from the knowledge of the nearest environment- region. In the new educational programme teachers in Slovakia can apply regional principles with in the educational process. They can be applied through suitable didactical methods and organizational forms in all educational areas. Radical globalisation of culture appeals to reinforcement of regional knowledge that is possible to develop by means of suitable methods of education through experience in primary education.